



7th World Conference for Graduate Research in Tourism, Hospitality and Leisure

3 – 8 June 2014, Istanbul, Turkey



Kadir Has University Cibali Convention Center Conference Program



From The Fifth International Tourism Cartoon Competition..

Pavel Constantin, Romania



SUMMARY PROGRAM

Date	Time	Cibali	Fener	Galata	Haliç	Classroom I	Cinema A	Cinema B	Room 405
PRE-CONFERENCE SEMINAR									
03 June 2014 Tuesday	10.00 - 12.00	Interdisciplinary Research: A Holistic Viewpoint for Various Subjects <i>SooCheong (Shawn) Jang, Purdue University, USA</i>							
	12.00 - 14.00	Lunch (Cafeteria)							
	14.00 - 16.00	Penetrating' Tourism Phenomena: Doing Ethnographic Work in Tourism Studies <i>Maheshvari Naidu, University of KwaZulu-Natal, South Africa</i>							
REGISTRATION									
OPENING CEREMONY									
04 June 2014 Wednesday	08.30 - 10.00								
	09.45 - 10.00								
	10.30 - 12.00	PANEL Gender Shift in Tourism Education, Workforce and Research: Unfolding the Ongoing and Emerging Challenges Venue – D Grand Hall (D Büyük Salon) MODERATOR: <ul style="list-style-type: none"> • <i>Jafar Jafari, University of Wisconsin-Stout, USA</i> SPEAKERS: <ul style="list-style-type: none"> • <i>David Airey, University of Surrey, UK</i> • <i>Cathy Hsu, Hong Kong Polytechnic University, SAR, China</i> • <i>Muzaffer Uysal, Virginia Tech, USA</i> • <i>Yvette Reisinger, Gulf University for Science & Technology, Kuwait</i> 							
	12.00 - 14.00	Lunch (Cafeteria)							
	14.00 - 15.30	Graduate Conference	Graduate Conference	Graduate Conference	Graduate Conference	Graduate Conference	Interdisciplinary Conference	Interdisciplinary Conference	Interdisciplinary Conference
	15.30 - 16.00	Coffee Break (Cafeteria)							
16.00 - 17.30	Graduate Conference	Graduate Conference	Graduate Conference	Graduate Conference	Graduate Conference	Interdisciplinary Conference	Interdisciplinary Conference	Interdisciplinary Conference	
04 June 2014 Wednesday	19.00 - 23.00	Optional Tour / Turkish Night & Oriental Show (Please contact the travel agent's desk)							
05 June 2014 Thursday	09.00 - 10.30	Graduate Conference	Graduate Conference	Graduate Conference	Graduate Conference	Graduate Conference	Interdisciplinary Conference	Interdisciplinary Conference	Interdisciplinary Conference
	10.30 - 11.00	Coffee Break (Cafeteria)							
	11.00 - 12.30	Graduate Conference	Graduate Conference	Graduate Conference	Graduate Conference	Graduate Conference	Interdisciplinary Conference	Interdisciplinary Conference	Interdisciplinary Conference
	12.30 - 14.00	Lunch (Cafeteria)							
	14.00 - 15.30	Graduate Conference	Graduate Conference	Graduate Conference	Graduate Conference	Graduate Conference	Interdisciplinary Conference	Interdisciplinary Conference	Interdisciplinary Conference
	15.30 - 16.00	Coffee Break (Cafeteria)							
	16.00 - 17.30	PANEL How to Publish in Scholarly Journals: Challenges & Prospects for the Future Venue: Cibali MODERATOR: <ul style="list-style-type: none"> • <i>Jafar Jafari, University of Wisconsin-Stout, USA</i> PANEL MEMBERS: <ul style="list-style-type: none"> • <i>Muzzo Uysal, Editor, Tourism Analysis</i> • <i>Cathy Hsu, Editor, Journal of Teaching in Travel & Tourism</i> • <i>SooCheong Shawn Jang, Editor, International Journal of Tourism Sciences</i> • <i>Metin Kozak, Co-editor, Anatolia</i> 							
06 June 2014 Friday	09.00 - 10.30	Graduate Conference	Graduate Conference	Graduate Conference	Graduate Conference	---	Interdisciplinary Conference	Graduate Conference	Graduate Conference
	10.30 - 12.30	PANEL Inter-, Multi- or Trans-disciplinary Tourism Research: Different Methods for Different Outcomes? Venue: D Grand Hall (D Büyük Salon) MODERATOR: <ul style="list-style-type: none"> • <i>Brian Archer, University of Surrey, UK</i> SPEAKERS: <ul style="list-style-type: none"> • <i>Stephen Smith, University of Guelph, Canada</i> • <i>Pauline Sheldon, University of Hawaii, USA</i> • <i>Bob Mc Kercher, Hong Kong Polytechnic & University, SAR, China</i> • <i>Chekitan Dev, Cornell University, USA</i> • <i>Mrylam J. Verbeke, University of Leuven, Belgium</i> 							
	12.30 - 14.00	Lunch (Cafeteria)							
	14.00 - 18.00	Optional Tour (Please contact the travel agent's desk)							
	19.00 - 23.00	Optional Tour (Please contact the travel agent's desk)							
07 June 2014 Saturday	09.00 - 13.00	Optional Tour (Please contact the travel agent's desk)							
	14.00 - 18.00	Optional Tour (Please contact the travel agent's desk)							
	19.00 - 23.00	Welcome on Board Cocktail – Gala Dinner – Award Ceremony (On Boat) Do your best to be at Kabatas Ferry Docks (Kabatas Iskelesi) at 19.00							

Invited Speakers



Abraham Pizam (apizam@ucf.edu) is Dean and Linda Chapin Eminent Scholar Chair in Tourism Management in the Rosen College of Hospitality Management, at the University of Central Florida, USA. He has held various academic positions, in the USA, UK, France, Austria, Australia, New-Zealand, Singapore, Israel and Switzerland, has authored more than 150 scientific publications and 10 books, is the Editor-in-Chief of the International Journal of Hospitality Management and serves on the editorial boards of 20 academic journals. Abe has conducted consulting and research projects for a variety of international, national and regional tourism organizations.



Jafar Jafari (jafari@uwstout.edu) Jafar Jafari (jafari@uwstout.edu) is a faculty member of the University of Wisconsin-Stout School of Hospitality Leadership, USA. Jafar is a Founding Editor of Annals of Tourism Research: A Social Sciences Journal; Chief Editor, Tourism Social Science (book) Series; Co-Chief Editor, Bridging Tourism Theory and Practice book series; Chief Editor, Encyclopedia of Tourism; Co-Founding Editor, Information Technology & Tourism; Co-Founder, TRINET: Tourism Research Information Network; and Founding President, International Academy for the Study of Tourism. He is the recipient of the 2005 United Nations World Tourism Organization Ulysses Award.



David Airey (D.Airey@surrey.ac.uk) is Professor of Tourism Management at the University of Surrey, UK. He has been involved in tourism studies for more than 40 years. He served as the Head of School and Pro-Vice Chancellor at Surrey. His main recent research interests have related to tourism policy and tourism education and in 2006 he received the UNWTO Ulysses Award for his work in tourism education. His latest book dealing with tourism education is due to appear in September 2014.

Invited Speakers



Cathy H.C. Hsu (cathy.hsu@polyu.edu.hk) is a Professor in the School of Hotel and Tourism Management at The Hong Kong Polytechnic University, SAR, China. She acts as the Editor of the *Journal of Teaching in Travel and Tourism*. Cathy is a Fellow of the International Academy for the Study of Tourism, recipient of John Wiley & Sons Lifetime Research Achievement Award (2009) and International Society of Travel and Tourism Educator's Martin Oppermann Memorial Award for Lifetime Contribution to Tourism Education (2011). She has published numerous books and articles in hospitality and tourism marketing, hotel branding, tourist behavior, and service quality.



Muzaffer Uysal (samil@vt.edu) is a Professor of the Department of Hospitality and Tourism Management, Pamplin College, Virginia Tech, USA. He is a member of the International Academy for the Study of tourism, the Academy of Leisure Sciences, and serves as the co-author of *Tourism Analysis*. Muzaffer has also received a number of awards for research, excellence in international education, and teaching excellence.



Yvette Reisinger (reisinger.y@gust.edu.kw) is Professor of Marketing at Gulf University for Science and Technology, Kuwait. She is a Founding Member of the International Society of Culture, Tourism and Hospitality Research, Regional Editor of *Tourism – An International Interdisciplinary Journal*. Her research includes tourism, culture and communication, particularly cultural influences on tourist behavior and destination marketing with special focus on cross-cultural and behavioral analytical quantitative studies.



**7th World Conference for Graduate Research
in Tourism, Hospitality and Leisure**
3 – 8 June 2014, Istanbul, Turkey



3 June 2014 Tuesday

Session - Pre-Conference Seminar

Venue - Kadir Has University Cibali Convention Centre

Session - Seminar I

10.00 – 12.00 - Interdisciplinary Research: A Holistic Viewpoint for Various Subjects

SooCheong (Shawn) Jang, Purdue University, USA

12.00 – 14.00 Lunch

14.00 – 16.00 Seminar II

Penetrating' Tourism Phenomena: Doing Ethnographic Work in Tourism Studies

Maheshvari Naidu, University of KwaZulu-Natal, South Africa

4 June 2014 Wednesday

08.30 – 10.00 Registration

09.30 – 09.45 Welcome speech

Venue – D Grand Hall (D Büyük Salon)

Panel

Gender Shift in Tourism Education, Workforce and Research: Unfolding the Ongoing and Emerging Challenges

10.00 – 12.00 / D Grand Hall (D Büyük Salon)

Moderator:

Jafar Jafari, University of Wisconsin-Stout, USA

Speakers:

David Airey, University of Surrey, UK

Cathy Hsu, Hong Kong Polytechnic University, SAR, China

Muzaffer Uysal, Virginia Tech, USA

Yvette Reisinger, Gulf University for Science & Technology, Kuwait

12:00 - 14:00 Lunch



4 June 2014 Wednesday

14.00 – 15.30 Parallel Sessions

Venue – Cibali

Session – Spanish Chapter I (*Presentations are in Spanish and Slides in English*)

Chair – Andres Artal-Tur, Technical University of Cartagena, Spain

Luxury Hotels in Madrid: Viability or Bankruptcy? Analysis supported in Altman's Model

Adolfo Millán, Universidad Complutense de Madrid, Spain

Francisco Javier Sevillano, Universidad Complutense de Madrid, Spain

The challenge of Branded Content in the Balearic Hotel Chains

Ángela Aguiló, Universidad de las Islas Baleares, Spain

María A. García-Sastre, Universidad de las Islas Baleares, Spain

Margarita Alemany, Universidad de las Islas Baleares, Spain

Expenditure and Stay Behaviour of Nature-based Visitors: The Case of Costa Rica

Andres Artal-Tur, Technical University of Cartagena, Spain

Antonio J. Briones-Peñalver, Technical University of Cartagena, Spain

How does the Socio-economic Profile of Tourists Determine their Expenditure in Origin and Destination?

Pablo Juan Cárdenas-García, University of Jaén, Spain

Juan Ignacio Pulido-Fernandez, University of Jaén, Spain

15.30 – 16.00 Coffee Break

4 June 2014 Wednesday

16.00 – 17.30 Parallel Sessions

Venue – Cibali

Session – Spanish Chapter II (*Presentations are in Spanish and Slides in English*)

Chair – Maria A. García-Sastre, Universidad de las Islas Baleares, Spain

Tourism Destination Competitiveness: Case of Spanish Mediterranean Coast

Antonio García-Sánchez, Technical University of Cartagena, Spain

David Siles, Technical University of Cartagena, Spain

Jerónimo Esteve, Technical University of Cartagena, Spain

Evaluation of the Touristic Destination of Curitiba/Brazil through Efficiency and Prioritization of Competitiveness Pillars

José Manoel Gandara, University Federal of Paraná, Brazil

Adriana Fumi Chim-Miki, University of Las Palmas de Gran Canaria, Spain

Trips, Performers, Sights and Interactions: A Tourism Destination Advertising Analysis Based on Visual Semantics

Gerardo Novo, Universidad Autónoma del Estado de México, México

Maribel Osorio, Universidad Autónoma del Estado de México, México

Tourism Policy Faced with the Challenge of Seasonality: The Case of the Balearic Islands

Margarita Alemany, Maria A. García-Sastre, Miguel Trías, Universidad de las Islas Baleares, Spain

Creative Tourism, Historical Centres and Urban Positioning: Valencia, Spain and Lima, Peru

José María Náchter Escriche, Universitat de València, Spain

Paula Simó Tomás, Universitat de València, Spain



4 June 2014 Wednesday

14.00 – 15.30 Parallel Sessions

Venue – Cibali

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Chair – Andres Artal-Tur, Technical University of Cartagena, Spain

Luxury Hotels in Madrid: Viability or Bankruptcy? Analysis supported in Altman's Model

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15.30 – 16.00 Coffee Break

4 June 2014 Wednesday 1

6.00 – 17.30 Parallel Sessions

Venue – Cibali

Session – Spanish Chapter II (*Presentations are in Spanish and Slides in English*)

Chair – Maria A. García-Sastre, Universidad de las Islas Baleares, Spain

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Paula Simó Tomás, Universitat de València, Spain



4 June 2014 Wednesday

14.00 – 15.30 Parallel Sessions

Venue – Fener

Session – Master Thesis I

Chair – Ebru Günlü, Dokuz Eylul University, Turkey

Destination Branding by the Brand of Hotels

Elizabeth Abiola-Oke, Redeemer's University, Nigeria

NFC Smart City: Cities of the Future

Emre Ronay, Salzburg University of Applied Sciences, Austria

Chinese International Students' Intra-Canada Leisure Travel: Motivations, Information Sources, and General Travel Patterns - A Case Study at the University of Waterloo, Canada

Ji Qiu, University of Waterloo, Canada

The Influence of Human-Environment Interaction on Nature-based Adventure Tourism

Julia Giddy, Nelson Mandela Metropolitan University, South Africa

The Strategy of Revamping the MIT, le Marché Méditerranéen International du Tourisme

Meriem Kchouk, Mediterranean School of Business, Tunisia

15.30 – 16.00 Coffee Break

4 June 2014 Wednesday

16.00 – 17.30 Parallel Sessions

Venue – Fener

Session – Master Thesis II

Chair – Maheshvari Naidu, University of KwaZulu-Natal, South Africa

Iranian Urban Tourism and Destination Image: An evaluation, Case of Tabriz Metropolis

Morteza Purkhaneh Barg, A.B.A Institute of Higher Education, Iran

The Role of Urban Legislation in the Development of a Tourism Destination: A Focus on the Local Community

Patricia Rozada Aller, Universitat de Girona, Spain

Business Class Travellers and Frequent Flyer Programmes: A Survey of Members and Non-members

Philip P. McLachlan, University of Pretoria, South Africa

The Production of Tourism Knowledge in Scientific Communities: A Critical Reflection

Laura Eugenia Tovar Bustamante, UAEM, Mexico



4 June 2014 Wednesday

14.00 – 15.30 Parallel Sessions

Venue – Galata

Session – PhD Dissertations I

Chair – David Airey, University of Surrey, UK

VW Campervan Subcultures - Tourism Mobilities and Experiences

Sharon Wilson, University of Sunderland, UK

Service Collaboration between Healthcare Service Providers and Tourism Agencies in Malaysia

Stephanie Onggo, Monash University, Malaysia

Cognitive and Affective Bases for Local Seafood Consumption of Tourists Visiting Coastal destinations in South Carolina, USA

Guliz Coskun, Clemson University, USA

Development of a New Organizational Culture Measurement Scale in the Hospitality Industry: A New Zealand Case Study

Ali Bavik, Macau University of Science and Technology, Macau

15.30 – 16.00 Coffee Break

4 June 2014 Wednesday

16.00 – 18.00 Parallel Sessions

Venue – Galata

Session – PhD Dissertations II

Chair – Muzaffer Uysal, Virginia University & Polytechnic,

USA Urban Sustainability and Tourism Development Mapping City of Chattanooga's Environmental Sustainability Path

Bernard M Kitheka, Clemson University, USA

Tourist Alienation: A Study on the Turkish Tourists

Burcu Gök, Mehmet Akif Ersoy University, Turkey

From the Projected to the Transmitted Image: The 2.0 Construction of Tourist Destination Image and Identity in Catalonia

Estela Marine-Roig, University Rovira i Virgili, Spain

Role of Emotional Intelligence on the Relationship between Psychological Contract Perception and Job Satisfaction: The Case of a National Hotel Chain

Emel Adamış, Uludağ University, Turkey

Evaluation of Salient Stakeholder Identification Process for Strategic Management of Forestry-based Ecotourism in Peninsular Malaysia

Hin Wai Yip, Universiti Putra Malaysia, Malaysia

Luxury Tourism

Svetoslav Kaleychev, South-West University "Neofit Rilski", Bulgaria



4 June 2014 Wednesday

14.00 – 15.30 Parallel Sessions

Venue – Haliç

Session – Hotel & Restaurant Management

Chair – Ingrid Y. Lin, University of Hawaii at Manoa, USA

Perceptions of Hotel Disintermediation in Taiwan: the Generation Y Perspective

Giacomo Del Chiappa, University of Sassari & CRENoS, Italy

Anestis Fotiadis, I-Shou University, Taiwan

Local Communities' Perceptions of Hotel Corporate Social Responsibility (CSR) Activities: The Influences of the Community Orientation of Hotel Owners

Patcharaporn Bunlueng, Griffith University, Australia

Ken Butcher, Griffith University, Australia

Liz Fredline, Griffith University, Australia

Diffusion Patterns in Loyalty Programs: The Case of a Hotel Chain

Pedro Pimpão, Antónia Correia, João Duque, Carlos Zorrinho, University of Évora, Portugal

An Exploratory Study of Hotel Design Style and Green Practices Cues on Emotions

Ingrid Y. Lin, University of Hawaii at Manoa, USA

Managing Service Quality and Employee Empowerment in Upscale Restaurants

Saloomah Tabari, Cardiff Metropolitan University, UK

Hadyn Ingram, Coventry University, UK

15.30 – 16.00 Coffee Break

4 June 2014 Wednesday

16.00 – 17.30 Parallel Sessions

Venue – Haliç

Session – Tourism & Travel Management

Chair – Basak Denizci Guillet, The Hong Kong Polytechnic University, Hong Kong

The Analysis of Travel Agents' Decision-Making Process in Ecotourism: The Impact of Conservation Marketing on Sales

Alexa Mossaz, Griffith University, Australia

The Private World of the Tour Guides: Conditions and Constraints of Showing the Public a Good Time

Areej Shabib Aloudat, Yarmouk University, Jordan

Rosemary Black, Charles Sturt University, Australia

Tony Seaton, University of Limerick, Ireland

Implementing Revenue Management in Hong Kong Travel Agencies

Grace Chan, Basak Denizci Guillet, The Hong Kong Polytechnic University, Hong Kong

Service Collaboration between Healthcare Service Providers and Tourism Agencies in Malaysia

Stephanie Onggo, Yin Teng Chew, Monash University, Malaysia

Situation Analysis of Tourism Information Centers (TIC) in Bulgaria

Nikolina Popova, International Business School, Bulgaria

Maria Vodenska, Sofia University, Bulgaria



4 June 2014 Wednesday

14.00 – 15.30 Parallel Sessions

Venue – Classroom I

Session – Tourism & New Media

Chair – Ige Pirnar, Yasar University, Turkey

**Social Media Marketing of Tourism Products through Russian Vkontakte:
Case Study from Finland**

Ekaterina Miettinen, Karelia University Joensuu, Finland

Does Smart Phone-Based Online Leisure Activities Make Us Lonely?

HakSeung Shin, HanYang University, South Korea

Hoon Lee, HanYang University, South Korea

Successful Hospitality Marketing through Social Media: Applications in Izmir

Ige Pirnar, Yasar University, Turkey

E-Satisfaction in the Online Travel Context

Romeu Lopes, Polytechnic Institute of Guarda, Portugal

José Luís Abrantes, Polytechnic Institute of Viseu, Portugal

Elisabeth Kastenholtz, University of Aveiro, Portugal

15.30 – 16.00 Coffee Break

4 June 2014 Wednesday

16.00 – 17.30 Parallel Sessions

Venue – Classroom II

Session – Tourism Marketing

Chair – Catherine Cheung, The Hong Kong Polytechnic University, Hong Kong

**CSR Communication Expressiveness on Hotel Corporate Websites: Case Study of
Top Hotels in Asia**

Amy Lee, Ada Lo, Catherine Cheung, The Hong Kong Polytechnic University, Hong Kong

Measuring International Tourists' Satisfaction and Loyalty in Konya, Turkey

Çağatay Ünüsan, KTO Karatay University, Turkey

Seyedeh Fatemeh Mostafavi Shirazi, KTO Karatay University, Turkey

Age-based Segmentation of Triathletes: Evidence from Ironman South Africa

Esmarie Myburgh, Martinette Kruger, Melville Saayman, North-West University, South Africa

The Motivations for Wedding Tourism: A Demand-Side Perspective

Giacomo Del Chiappa, University of Sassari & CRENoS, Italy

Fulvio Fortezza, University of Ferrara, Italy

SWOT Analysis of CSR Model in Food Tourism

Naalyan Gendzheva, Sofia University "St. Kliment Ohridski", Bulgaria



5 June 2014 – Thursday

09.00 – 10.30 Parallel Sessions

Venue – Cibali

Session – Spanish Chapter III (*Presentations are in Spanish and Slides are in English*)

Chair – Adriana Fumi Chim-Miki, University of Las Palmas de Gran Canaria, Spain

Analysis of Mobile Marketing in Airports

Lázaro Florido Benitez, Universidad de Málaga, Spain

Benjamín del Alcazar Martínez, Universidad de Málaga, Spain

Geography of Tourism within the Framework of an Integrated Project: An Educational Innovation Experience

Joaquín Gómez Domenech, Florida Universitaria, Spain

Ana López Pérez, Florida Universitaria, Spain

Bibliometric Analysis of the Academic Production of “Estudios y Perspectivas en Turismo” Journal: 2008-2012

José Manoel Gandara, University Federal of Paraná, Brazil

Valéria de Meira Albach, State University of Ponta Grossa, Brazil

Adriana Fumi Chim-Miki, University of Las Palmas de Gran Canaria, Spain

Network for Excellence in Tourism through Organizations and Universities in Russia: Introducing the NETOUR (TEMPUS) EU Project

Andrés Artal-Tur, Technical University of Cartagena, Spain

Lidia Andrades-Caldito, University of Extremadura, Spain

10.30 – 11.00 Coffee Break

5 June 2014 – Thursday

11.00 – 12.30 Parallel Sessions

Venue – Cibali

Session – Spanish Chapter IV (*Presentations are in Spanish and Slides are in English*)

Chair– Juan Ignacio Pulido-Fernández, University of Jaén, Spain

Stakeholder Mapping as a Tool for Tourism Policy Implementation: Three case Studies in Mexico

Ismael Rodríguez, Universidad Autónoma de Aguascalientes, México

Juan Ignacio Pulido-Fernández, University of Jaén, Spain

Key Stakeholders in the Cruise Traffic, an Application to the Spanish Cruise Ports

Jerónimo Esteve, Technical University of Cartagena, Spain

Antonio García-Sánchez, Technical University of Cartagena, Spain

Insights from a New Type of Sport Tourism: The Paddle Tennis Tourist

José M. Ramírez-Hurtado, University Pablo de Olavide, Spain

Concepción Paraler-Morales, University Pablo de Olavide, Spain

Juan M. Berbel-Pineda, University Pablo de Olavide, Spain

Emerging Offers in a Mature Destination: Sporting Events as Economic Driving Forces

María A. García-Sastre, Universidad de las Islas Baleares, Spain

Margarita Alemany, Universidad de las Islas Baleares, Spain



5 June 2014 Thursday

14.00 – 15.30 Parallel Sessions

Venue – Cibali

Session – Destination Marketing III

Chair – Swathi Ravichandran, Kent State University, USA A

Study of the Role of Country Image in Destination Image

Yin Teng, Chew, Monash University, Malaysia

Aqilah Binte, Jahari, Monash University, Malaysia

Promotion of Film Induced Tourism in the Caribbean for Brand Differentiation, Destination Branding and Income

David Fitz-Henley, University of the West Indies, Jamaica

Marsha Gowie-Phillips, University of the West Indies, Jamaica

Choosing a Vacation Destination for Myself vs for Other

Nguyen T Thai, The University of Sydney Business School, Australia

Ulku Yuksel, The University of Sydney Business School, Australia

Analysing Destination Readiness for Branding: A Case Study of Croatia

Neda Telišman-Košuta, Institute for Tourism, Croatia

Neven Ivandić, Zagreb, Croatia

Exploring Film Induced Tourism Implications on Onsite Heritage Interpretation at Alnwick Castle

Justyna Bakiewicz, Edinburgh Napier University, UK

Anna Leask, Edinburgh Napier University, UK

5 June 2014 Thursday

09.00 – 10.30 Parallel Sessions

Venue – Fener

Session – Tourist Behavior I

Chair – Irena Ateljevic, Institute for Tourism, Croatia

How do Perceptions towards Italian Organized Crime Affect Travelling Behaviour? A Cross-Cultural Analysis

Ilenia Bregoli, University of Lincoln, UK

Francesca Ceruti, University of Milano-Bicocca, Italy

Conscious and Transformative Travellers for and of the Future

Irena Ateljevic, Renata Tomljenovic, Institute for Tourism, Croatia

Case Study of Motivations and Preferences of Young, Potential Russian Tourists for a Rural Holiday Travel

Jarno Suni, University of Eastern Finland, Finland

Tippling Differences of Domestic-Foreign Customers in Casual Dining Restaurants: Exploring Servers' Perception

Jeena Shrestha, Murat Hancer, Oklahoma State University, USA

Gastronomic Factors as Key Influencers for Romanian Tourists When Choosing Cruise Holidays

Stela Georgiana Ciuchete, University of Lincoln, UK

Codrin Chiru, Royal Agricultural University, UK



5 June 2014 Thursday

09.00 – 10.30 Parallel Sessions

Venue – Galata

Session – PhD Dissertations III

Chair – Yvette Reisinger, Gulf University for Science & Technology, Kuwait

Implementation of EFQM Excellence Model in Hotels and Analysis of its Results on Marketing Performance

H. Kader Şanlıöz Özgen, Özyeğin University, Turkey

Problems and Possibilities for Sustainable Management of Protected Natural Areas, Case Study National Park Plitvice Lakes

Izidora Marković, Zagreb University, Croatia

Organizational Culture Perspective and Implementing Customer Relationship Management (CRM) in Hotel Sector: Case of a Chain Hotel in the UK

Roya Rahimi, University of Sunderland, UK

Choice Overload in Travel Decision Making

Nguyen T Thai, The University of Sydney Business School, Australia

The Development of a Universal Accessibility Framework for National Parks in Zimbabwe and South Africa

Oliver Chikuta, Midlands State University, Zimbabwe

10.30 – 11.00 Coffee Break

5 June 2014 Thursday

11.00 – 12.30 Parallel Sessions

Venue – Galata

Session – PhD Dissertations IV

Chair – Cathy Hsu, The Hong Kong Polytechnic University, SAR, China

Hotel Policy and Competitiveness of SPA and Wellness Hotels through Post-modern Cultural Tourism and Innovative Benchmarking Strategies

Rumen Draganov, Sofia University “St.Climent Ohridsky”, Bulgaria

Effective Interpretation for Recreational Marine Resource Use in the Mombasa Marine Park and Reserve, Kenya

Sander Diego den Haring, James Cook University, Australia

The Theory and Practical Application of Conceptual Research: An Interrogation of Sustainable Tourism Using Chinese Cultural Values

Shuang Xin, University of Surrey, UK

The Coastal Area as a Tourist Scenario: The Case of Villa Gesell (Argentina)

Graciela Benseny, National University of Mar del Plata, Argentina

Seasonal Concentration of Tourism on the Andalusian Coastline

José David Cisneros-Martínez, Universidad de Málaga, Spain



5 June 2014 Thursday

11.00 – 12.30 Parallel Sessions

Venue – Fener

Session – Tourism Management

Chair – Murat Hancer, Oklahoma State University, USA

Beaches as a Croatian Valuable Resource and Question are How to Manage Them?

Mirjana Kovačić, University of Rijeka, Croatia

Dragan Magaš, University of Rijeka, Croatia

Destination Management in a Value Chain Perspective

Georg Kamfjord, Norwegian Business School, Norway

EFQM Excellence Award Winning Companies: The Situation of Service Sector and Tourism

H. Kader Şanlıöz Özgen, Özyeğin University, Turkey

Role of Relational Capital on the Internationalization Process of Technology-based Firms in Tourism

Marta Jacob, Universitat de les Illes Balears, Spain

Margarita Payeras, Universitat de les Illes Balears, Spain

Carmen Florido, Universidad de Las Palmas de Gran Canaria, Spain

Eugeni Aguiló, Universitat de les Illes Balears, Spain

Formulating Islamic Tourism Education (ISTE) through Integrating Islamic Values and Tourism Education Future Initiative (TEFI) values

Mohd Arsy Ardy Mohd Hardy, Universiti Teknologi MARA, Malaysia

Nor'ain Othman, Universiti Teknologi MARA, Malaysia

5 June 2014 Thursday 1

14.00 – 15.30 Parallel Sessions

Venue – Fener

Session – Tourism Education & Training

Chair – Seyedeh Fatemeh Mostafavi Shirazi, KTO Karatay University, Turkey

Does Vocational Training Meet the Standards of South African Tourism Industry?

Faith N. Zwane, Lindie du Plessis, Elmarie Slabbert, North-West University, South Africa

**Developing Training Programs for Disabled Guests Visiting Turkey:
A Practical Perspective from the Industry**

Funda Cengiz, Adnan Menderes University, Turkey

**Motivations of South Asian Students to Study Tourism and Hospitality in the UK:
The Case of Indian, Bangladeshi, Pakistani and Nepali Students**

Roya Rahimi, University of Sunderland, UK

Blerton Hyseni, University of Sunderland, UK

Vipin Nadda, University of Sunderland, UK

Dirisa Mulindwa, University of Sunderland, UK

Exploring the Training Needs of Older Workers in the Foodservice Industry

Swathi Ravichandran, Kent State University, USA

Kelly Cichy, Kent State University, USA

Monica Powers, Kent State University, USA

Kara Kirby, Kent State University, USA



5 June 2014 Thursday

14.00 – 15.30 Parallel Sessions

Venue – Galata

Session – Sociology of Tourism I

Chair – Katia Iankova, University of Greenwich, UK

Exploring the Various Aspect of Community Resiliency within the Homestay Community

Ammar Abd. Ghapar, Nor'ain Othman, Salamiah A. Jamal, Universiti Teknologi MARA, Malaysia

“We are not Tourists – We fit in this Community” : Relationship between Volunteer Tourists and Residents in Puerto Viejo, Costa Rica

Hanjung Lee, Michael Campbell, University of Manitoba, Canada

**The Destiny of the Communist Heritage of Bulgaria and its Integration in the Tourism Industry
Katia Iankova, University of Greenwich, UK**

Sonia Mileva, Sofia University, Bulgaria

An Optimised Framework for Understanding the Relationship between Tangible and Intangible Social Impacts of Tourism

Marco Scholtz, Elmarie Slabbert, North-West University, Potchefstroom, South Africa

A Spatial Typology of Second Home Tourism in Portugal

Maria de Nazaré Oliveira Roca, Universidade Nova, Portugal

José António Oliveira, Universidade Lusófona de Humanidades e Tecnologias, Portugal

Zoran Roca, Universidade Lusófona de Humanidades e Tecnologias, Portugal

5 June 2014 Thursday

09.00 – 10.30 Parallel Sessions

Venue – Haliç

Session – Sustainable Tourism

Chair – Habib Alipour, Eastern Mediterranean University, KKTC

Environmental Resources as a Competitive Advantage – Case of Slovene Hotel Sector

Tanja Mihalič, University of Ljubljana, Slovenia

Facing the Challenges in front of Sustainability of Bulgarian Tourism

Mariya Stankova, South-West University “Neofit Rilski”, Bulgaria

How can Caribbean Governments use Tourism to Mitigate against Climate Change?

Kimberley Blackwood, Nadine Valentine, Juley Wynter-Robertson, University of the West Indies, Jamaica

Ecological Modernization and Environmental Education- Assessing Students’ Perception: The Case of EMU, TRNC

Habib Alipour, Hossein G. Olya, Kotoua Selira, Eastern Mediterranean University, KKTC

Elham Anasori, Eastern Mediterranean University, KKTC

Networking for Sustainable Cultural Tourism Activities and Dynamics

Ivana Stević, University of Aveiro, Portugal
Zélia Breda, University of Aveiro, Portugal



5 June 2014 Thursday

11.00 – 12.30 Parallel Sessions

Venue – Haliç

Session – Cultural Tourism

Chair – Giacomo Del Chiappa, University of Sassari & CRENoS, Italy

Regional Museums in Egypt as Tourism Products

Dina Mohamed Ezz El-Din, Alexandria University, Egypt

Challenges in Wine Routes Development: The Case of Cannonau Wine Route, Sardinia

Giacomo Del Chiappa, University of Sassari & CRENoS, Italy

Authenticity in World Heritage Historic Centers: The Case of French Tourists

Odete Paiva, Polytechnic Institute of Viseu, Portugal

Cláudia Seabra, Polytechnic Institute of Viseu, Portugal

José Luís Abrantes, Polytechnic Institute of Viseu, Portugal

Fernanda Cravidão, University of Coimbra, Polytechnic Institute of Viseu, Portugal

**The Perceived Contribution of South African Arts Festivals to the Performing Arts:
Standardization of a Measuring Instrument, North-West University, South Africa**

Corné Pretorius, North-West University, South Africa

Pierre-André Viviers, North-West University, South Africa

Karin Botha, North-West University, South Africa

5 June 2014 Thursday

14.00 – 15.30 Parallel Sessions

Venue – Haliç

Session – Destination Marketing IV

Chair – Haemoon Oh, University of Massachusetts-Amherst, USA

Lake-destination Image Attributes: Neural Network Content Analysis

Ana Isabel Rodrigues, Polytechnic Institute of Beja, Portugal

Antónia Correia, University of Algarve, Portugal

Metin Kozak, Dokuz Eylul University, Turkey

Factors Influencing the Competitiveness of South Africa as a Tourism Destination

Annari van der Merwe, Lindie du Plessis, Melville Saayman, North-West University, South Africa

Mountain Destination Image: Towards a Conceptual Framework

Carla Silva, Polytechnic Institute of Viseu, Portugal

Elisabeth Kastenholtz, Campus Universitário de Santiago, Portugal José Luís Abrantes, Polytechnic

Institute of Viseu, Portugal

**Methodological Approach to a Massive Destination Content Analysis of Travel Blogs and
Reviews**

Estela Mariné-Roig, University Rovira i Virgili, Spain

Salvador Anton Clavé, University Rovira i Virgili, Spain

Motivations and Strategic Outcomes of Slow Tourism

Albert Assaf, University of Massachusetts-Amherst, USA

Haemoon Oh, University of Massachusetts-Amherst, USA



5 June 2014 – Thursday

09.00 – 10.30 Parallel Sessions

Venue – Classroom I

Session – Destination Marketing I

Chair - Martinette Kruger, North-West University, South Africa

A Structural Equation Model of Electronic Destination Marketing

Ivan Wen, University of Hawai'i at Mānoa, USA

Joo Yeon Song, South Korea

Henry Tsai, Hong Kong Polytechnic University, Hong Kong

Mapping Destination Choice: Set Theory as a Methodological Tool to Investigate Tourists' Destination Choice

Marion Karl, Christine Reintinger, Ludwig Maximilians University, Germany

Oh What a Circus! Oh What a Show! Give me the Reason Why We Go

Martinette Kruger, Melville Saayman, North-West University, South Africa

Identifying Research Gaps in Medical Tourism

Alan Darmasaputra Koeshendro, Chew Yin Teng, Monash University Malaysia, Malaysia

Managing a Live Music Performance: A Supply Side Analysis

Bianca Manners, Melville Saayman, Martinette Kruger, North West University, South Africa

10.30 – 11.00 Coffee Break

5 June 2014 Thursday

11.00 – 12.30 Parallel Sessions

Venue – Classroom I

Session – Destination Marketing & Experience

Chair – Elisabeth Valle, Universidad de las Islas Baleares, Spain

Orientation Development of Tourism Destination Products in the Mekong Delta Provinces, Vietnam by 2030

Nguyen Cong Hoan, University of Finance and Marketing, Vietnam

Rebranding Components towards Developing Tourism Destination: A Case Study of Negeri Sembilan, Malaysia

Nurliana Jafar, Nor'Ain Othman, University of Technology MARA (UiTM), Malaysia

A Study on the Relationship among Heritage Destination Image, Tourists' Experience and Behavioral Intention: The Case of Tainan

Yu-hsien Tseng, Tang-chung Kan, National Kaohsiung University of Hospitality and Tourism, Taiwan

Tzu-yu Chien, National Kaohsiung University of Hospitality and Tourism, Taiwan

Destinations' Experiential Attributes for Middle East Tourists: Case of Istanbul Gurel Cetin, Istanbul University, Turkey

Batikan Yasankul, Fusun Istanbulu Dincer, Istanbul University, Turkey

A Study on the Flow Experience Relationship Model of Gaming Activity in Macau

Tang-chung Kan, Chelsea Su, National Kaohsiung University of Hospitality and Tourism, Taiwan

Joyce Chen, National Kaohsiung University of Hospitality and Tourism, Taiwan



5 June 2014 Thursday

14.00 – 15.30 Parallel Sessions

Venue – Classroom I

Session – Tourist Behavior II

Chair – Taketo Naoi, Tokyo Metropolitan University, Japan

The Impact of Blue Flag Status on Decision Making When Selecting a Beach

Linda- Louise Geldenhuys, North-West University, South Africa

Peet Van der Merwe, North-West University, South Africa

What Motivates Tourists to Experience the Kruger National Park?

Martinette Kruger, Armand Viljoen, Melville Saayman, North-West University, South Africa

How the Presence of People in Photographs Affects Potential Visitors' Evaluations

Masahiro Ogawa, Tokyo Metropolitan University, Japan

Taketo Naoi, Tokyo Metropolitan University, Japan

Shoji Ijima, University of the Ryukyus, Japan

Backpacker Tourists: Sense of Belonging as a Key Mediator between Travel Motivation and Wom Content

Sandra Alves, Cláudia Seabra, José Luís Abrantes, Polytechnic Institute of Viseu, Portugal

Maria José Nogueira, Polytechnic Institute of Viseu, Portugal

Ram Herstein, The College of Law and Business, Israel

The Effects of Demographics on Communication Ability: A Case Study on Pamukkale Residents

Seher Ceylan, Muhammet Emin Soydaş, Nuray Selma Ozdipciner, Pamukkale University, Turkey

15.30 – 16.00 Coffee Break

5 June 2014 Thursday

Panel

"How to Publish in Scholarly Journals: Challenges & Prospects for the Future

16.00 – 17.30 / CIBALI

Moderator:

Jafar Jafari, University of Wisconsin-Stout, USA

Panel Members:

Muzzo Uysal, Editor, Tourism Analysis

Cathy Hsu, Editor, Journal of Teaching in Travel & Tourism

SooCheong Shawn Jang, Editor, International Journal of Tourism Sciences

Metin Kozak, Co-editor, Anatolia



6 June 2014 – Friday

09.00 – 10.30 Parallel Sessions

Venue – Cibali

Session – Hotel Management & Experience

Chair – Stephen Atkins, Otago Polytechnic of New Zealand, New Zealand

The Job Satisfaction of Hotel Employees

Aktolkin Abubakirova, Hoca Ahmet Yesevi Turkish-Kazakh University, Kazakhstan

Alima Aymurzayeva, Hoca Ahmet Yesevi Turkish-Kazakh University, Kazakhstan

Aziza Syzdykova, Hoca Ahmet Yesevi Turkish-Kazakh University, Kazakhstan

Hotel Restaurant Customer Satisfaction-based Predictors of Favorable Intentions

Christopher Beagley, Otago Polytechnic of New Zealand, New Zealand

Stephen Atkins, Otago Polytechnic of New Zealand, New Zealand

Do Negative Experiences about Hotel Services Always Lead to Dissatisfaction?: An Empirical Study in the Context of E-rating and E-Complaint

Giacomo Del Chiappa, University of Sassari & CRENoS, Italy

Stefano Dall'Aglio, Econstat, Italy

Experiential Marketing: Frontiers of Tourism Experience Co-Creation

Alexander Thomson, University of Ryazan, Russia

6 June 2014 Friday

09.00 – 10.30 Parallel Sessions

Venue – Fener

Session – Tourism Economics I

Chair – Egon Smeral, Modul-University & Austrian Institute of Economic Research, Austria

Tourism Interactions and Redistribution Effects in the Balearic Islands: A SAM Analysis

Clemente Polo, Universidad Autónoma de Barcelona, Spain

Elisabeth Valle, Universidad de las Islas Baleares, Spain

Growth Factors of City Tourism

Egon Smeral, Modul-University & Austrian Institute of Economic Research, Austria

**The Occupation with Tourism and its Contribution to the Economic and Social Recession:
The Case of Chios Island**

Georgia Despotaki, Paris Tsartas, Maria Doumi, University of the Aegean, Greece

Theodoros Stavrinoudis, University of the Aegean, Greece

The Effect of the Economic Crisis on the Spanish Hotel Industry's Internationalization Process

Margarita Payeras, Marta Jacob, Universitat de les Illes Balears, Spain

Carmen Florido, Universidad de Las Palmas de Gran Canaria, Spain

Territorial Dynamics Generated by Private Investment in the Tourism Sector

Rui Costa, University of Aveiro, Portugal

Carlos Costa, University of Aveiro, Portugal

Zélia Breda, University of Aveiro, Portugal



6 June 2014 Friday

09.00 – 10.30 Parallel Sessions

Venue – Galata Session – PhD Dissertations V

Chair – SooCheong (Shawn) Jang, Purdue University, USA

Tourism in International Development Cooperation

M. Ángeles López, Universidad Rey Juan Carlos, Spain

Developing A Framework of Corporate Social Responsibility (CSR) Communication Expressiveness on Hotel Corporate Websites: Case Study of Top Hotels in Asia

Amy Lee, The Hong Kong Polytechnic University, China

Abu Dhabi Local Residents Perceptions on Tourism Development

Gordana Kovjanic, Al Ain, Abu Dhabi, UAE

Framework for Tourism Policy Implementation in South Africa

Alexander Adjei, North West University, South Africa

A Critical Assessment of Sport Consumption at Endurance Events in South Africa

Madelién Ferreira, North West University, South Africa

6 June 2014 Friday

09.00 – 10.30 Parallel Sessions

Venue – Haliç

Session – Sociology of Tourism II

Chair – Tanja Mihalič, University of Ljubljana, Slovenia

Gender and Leadership: The Case of the Food and Beverage (F&B) Sector

Pedro Simão, University of Aveiro, Portugal

Zélia Breda, University of Aveiro, Portugal

Investigation of Travel Constraints in a Non-Western Context: A Case Study of Iranian Women

Moji Shahvali, University Park, USA

Deborah Kerstetter, University Park, USA

Reihaneh Shahvali, Shiraz University, Shiraz, Iran

The Impact of Tourism on Local Power Relations in Pisac (Peru)

Rosa Codina, Oxford Brookes University, UK

Whether or Not Applying Community-Based Mountain Tourism as Poverty Alleviation Tool Brings a Sustainable Development?

Thai, Huynh Anh Chi, Heidelberg University, Germany

Appreciative Inquiry Approach: A Promising Research Tool for Rural Tourism Development

Roslizawati Che Aziz, Universiti Malaysia Kelantan, Malaysia

Mohani Abdul, Universiti Putra Malaysia, Malaysia

Yuhannis Abdul Aziz, Universiti Putra Malaysia, Malaysia

Azmawani Abd Rahman, Universiti Putra Malaysia, Malaysia



6 June 2014 Friday

09.00 – 10.30 Parallel Sessions

Venue – Room 405

Session – Tourism Economics II

Chair – Mehmet Altin, Virginia Polytechnic Institute and State University, USA

Corporate Governance, Institutional Ownership and Credit Ratings

Mehmet Altin, Virginia Polytechnic Institute and State University, USA

Modeling Outbound Tourism Demand of Turkish Travel Market Using a Dynamic Panel Data

Tarik Dogru, University of South Carolina, USA

Ercan Sirakaya-Turk, University of South Carolina, USA

Muzaffer Uysal, Virginia Polytechnic Institute and State University, USA

Economic Freedom, Ease of Doing Business and Entrepreneurship in Hospitality and Tourism Sector

Mehmet Altin, Virginia Polytechnic Institute and State University, USA

Location as a Determinant of Accommodation Prices: Managerial Approach

Tomasz Napierala, University of Lodz, Poland

Katarzyna Lesniewska, University of Lodz, Poland

The Chinese are Coming!": Understanding the Chinese Outbound Tourism Market

Vítor Rodrigues, University of Aveiro, Portugal

Zélia Breda, University of Aveiro, Portugal

6 June 2014 Friday

09.00 – 10.30 Parallel Sessions

Venue – Cinema B

Session – Tourism Industry

Chair – Maria Alvarez, Bogazici University, Turkey

A Study on Several Problems of Smart Tourism Future Development Based on Information Technology Seminar Perspectives

Yan-jun Liao, Ai-ping Ma, Lance Qin, Beijing International Studies University, China

Travelers 2.0: The Emergence of Prosumers

Henrique Ribeiro, Polytechnic Institute of Viseu, Portugal

Cláudia Seabra, Polytechnic Institute of Viseu, Portugal

Suzanne Amaro, Polytechnic Institute of Viseu, Portugal

José Luís Abrantes, Polytechnic Institute of Viseu, Portugal

An Evaluatory Work on Two Prevailing Research Methods: SEM and MR in the Context of Food Tourism

Gülşah Akkuş, Cumhuriyet University, Turkey

Arab-Short-Haul Tourism in Egypt

Samar F. El Kasrawy, Alexandria University, Egypt

Sustainability as a Dimension in Medical Tourism Development

Begüm AydiÖznur Kotbaş, Mehmet Ulus, Kıvanç İnелmen, Boğaziçi University, Turkey



Panel

Inter-, Multi- or Trans-disciplinary Tourism Research: Different Methods for Different Outcomes?

10.30 – 12.30 / D Grand Hall (D Büyük Salon)

Moderator:

Brian Archer, University of Surrey, UK

Speakers:

Stephen Smith, University of Guelph, Canada

Pauline Sheldon, University of Hawaii, USA

Bob Mckercher, Hong Kong Polytechnic & University, SAR, China

Chekitan Dev, Cornell University, USA

14.00 – 18.00 Optional Tour (Please contact the travel agent's desk)

7 June 2014 Saturday

09.00 – 13.00 Optional Tour (Please contact the travel agent's desk)

14.00 – 18.00 Optional Tour (Please contact the travel agent's desk)

19.00 – 23.30 Welcome on Board Cocktail – Gala Dinner – Award Ceremony (On Boat)

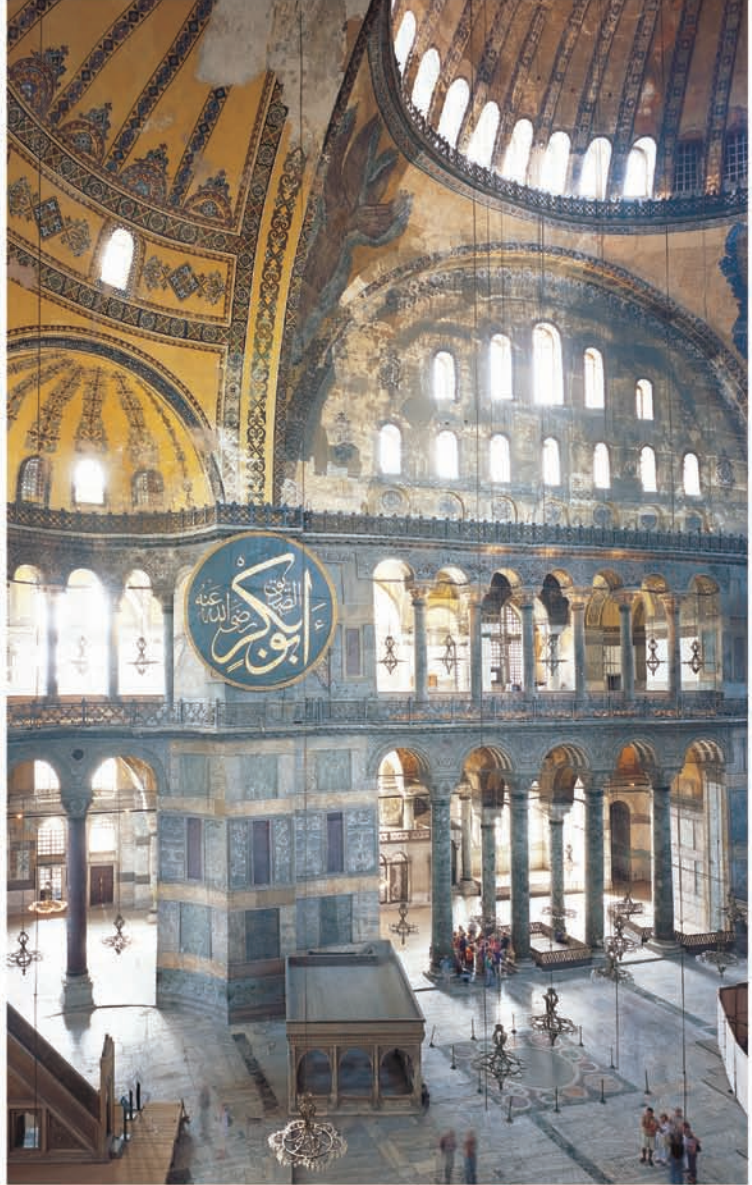
Do your best to be at Kabatas Ferry Docks (Kabataş İskelesi) at 19.00...



7th World Conference for Graduate Research in Tourism, Hospitality and Leisure



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Abraham Pizam Recognition Award

Outstanding PhD Dissertation Award

Outstanding Master's Thesis Award

Anatolia Silver Research Paper Award

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